

ANAD

The National Association of Anorexia Nervosa and Associated Disorders, Inc. ®
An Association Dedicated to Alleviating Eating Disorders since 1976

“Accept Yourself....Accept Others”®



**FUNDRAISING/AWARENESS
IDEAS & EVENTS**

RAISE AWARENESS ALL YEAR LONG

Fundraising & Awareness Campaign Overview

While awareness is a key goal of *the Candlelight Vigil*, raising funds for eating disorders is just as important. Here are some ways you can raise funds to fight eating disorders.

- **Buy/sell group/event T-shirts**
Create your own chapter t-shirt for eating disorder awareness or for your candlelight vigil. You can also seek donations from family, friends, neighbors and local businesses.
- **Buy/sell ANAD bracelets & purple awareness ribbons**
Order ANAD bracelets and purple awareness ribbons and sell them on campus. You can also purchase and wear these to build awareness.
- **Participate in Eating Disorders Awareness Week** (February 21-March 1, 2013)
Check the ANAD website for activities to participate in and bring to your campus.
- **Plan an Auction or Raffle**
Ask local businesses to donate spa services, gift certificates, or goods to auction or raffle off in support of ANAD.
- **Organize a Walk-a-Thon or Run for ANAD**
Organize a day in which individuals can raise money and awareness by participating in 5 kilometers or a 1 mile race or walk-a-thon dedicated to supporting eating disorders. You can also seek donations from family, friends, neighbors and local businesses.
- **Plan a Picnic and Games Day**
Charge a small cover fee and grill out in a local park. Plan a free-throw contest, three legged race, karaoke, and other fun events. If weather is an issue, reserve your local gym or events center and order sandwiches!
- **Plan a Soccer Game or Other Sport Event & Challenge another Sorority**
Host a yearly soccer tournament or other sport events with raffle prizes and provide drinks and pizza.
- **“Loose Change” Jar**
Create a “loose change” jar that people can throw their spare change into. You would be surprised how quickly this can add up! Remember that even the smallest contributions to ANAD are deeply appreciated and will help out our organization greatly. Don’t forget to place the jar in a visible location that will remind people to contribute daily but also be sure that the jar is in a safe place.
- **Free Yoga/Aerobics Class**
There can be a basket or jar where students, parents, etc. can put in donations in support of ANAD. You may also provide information regarding physical fitness and healthy eating habits.
- **All Shapes & Sizes Fashion Show**
Any student would be able to participate in this event. This would then promote the endorsement of a wide variety of sizes, shapes and types in order to combat restrictive ideals in the media and in the fashion industry. You can charge a small cover fee to attend this event.

- **Movie Night**
Show a film that pertains to eating disorders/body image (i.e. Real Women Have Curves) and provide concessions such as popcorn and refreshments. After the film, individuals can be part of a discussion to provide their own opinions of the film and the message that it sends regarding body image/beauty ideals/eating disorders. You can charge a small cover fee to attend this event
- **Bowl-a-thon**
This event would promote physical activity and wellness. People can pay to participate in this activity and proceeds would then go to ANAD.
- **Karaoke Night**
Individuals can sing songs that are inspirational and empowering and that provide a positive message of hope and encouragement in support of ANAD. Some suggestions for songs can be found in this packet under Music.
- **Art Show**
Whether you're exhibiting your own artwork or someone else's, setting up an art exhibition can be a creative, fulfilling endeavor to raise awareness and funds.
- **Concert/Battle of the Bands**
A battle of the bands can bring members of your community together, promote local music and, in some cases, raise money for charity.
- **Carwash**
If you've done your marketing correctly, have a good location and sold tickets/pledges, you will have unlimited cars to wash. Now you must wash them efficiently. Remember, the more cars you wash, the more money you will make for your group. Your layout will change from location to location.
- **Real Men Can Cook**
One of the purposes of the Real Men Can Cook event is to raise funds to reduce health risks due to poor diet, inactivity and improper food handling. Men come and cook their special recipe and then serve it while wearing special event t-shirts to show their support for eating disorder awareness!
www.realmencook.com
- **Bags/Cornhole Tournament**
When you hold a cornhole tournament you need 12 people. This number of people is ideal so the scores and games turn out properly. You will need to have three cornhole boards and six sets of cornhole bags to play an individual tournament. You will also need to print out tournament cards so each of the players can keep score of their points. You can find cornhole tournament cards, boards, bags, and other equipment on the internet to set up your tournament.

HOW TO COLLECT DONATIONS

There are several ways you can collect donations. Here are our recommendations:

1. **Online Fundraising:** Direct your donors to <http://www.anad.org/donate/> and ask them to include your organization name, location and *ANAD Candlelight Vigil* as their "Donation Message."
2. **Check:** Ask your donors to make checks payable to ANAD.
3. **Cash:** Before sending in your donation from bracelet, ribbon, or t-shirt sales, convert all cash to check or money order to protect against loss in the mail.

****When you have collected all donations, please complete the
"Candlelight Vigil Fundraising Summary Form" mail it along with the total amount contributed to:**

**ANAD
800 E. Diehl, Suite 160
Naperville, IL 60563**

LETTER WRITING CAMPAIGNS TO FRIENDS AND FAMILY

Write a personalized letter and send to friends and family. Some tips for letter writing:

- Keep your letter brief
- State your own commitment to the ANAD cause—wellness, self-esteem, advocacy
- Mention your specific fundraising event
- Explain why donating is important and where their money will go: **ANAD!**
- **Ask for a specific donation amount/goal**
- Outline ways your donors can get their money to you and your organization
- Thank your donor
- Sign your letter and address your envelope by hand 😊

****If you mail a letter, be sure to include a self-addressed envelope.****

Dear **[Name]**,

This year, I'm participating in the *Candlelight Vigil* on **[Event Date]**. Please help me meet my fundraising goal of **[Goal]** by sponsoring me. You'll feel confident in knowing that your generous gift is being used efficiently and effectively: contributions go directly toward supporting educational programs for the prevention and eating disorders. And, your gift is tax-deductible. Making a donation is easy. You can donate online at <http://www.anad.org/donate/> and enter **[our organization name]** as a donation message.

You can also send a donation in cash or by check payable to ANAD at any time before **[Event Date]** in the envelope I have included. Any amount you can donate is greatly appreciated!

Donating to ANAD *Candlelight Vigil* is such a simple and effective way for you to show your support for this important cause. Together, we can make a difference in the lives of those who are celebrating recovery or are still fighting against an eating disorder. Once again, thank you for supporting the mission of ANAD. For more information, please log-on to the ANAD website. www.anad.org.

All the Best,
[Enter your name here]

SAMPLE LETTER TO BUSINESSES

**** If you mail a letter, be sure to include a self-addressed envelope with your letter****

Dear [Enter vendor's company name here] Partners:

My organization, **[Enter your organization name here]**, has made a commitment to The National Association of Anorexia Nervosa and Associated Disorders, Inc. ® (ANAD), *Candlelight Vigil*. I am writing to ask for your help and to enlist your support for this most worthwhile event.

Eating disorders are rampant in our society, yet few states in the nation have adequate programs or services to combat anorexia nervosa, bulimia and binge eating. Only a small number of schools and colleges have programs to educate our youth about the dangers of eating disorders.

Although it is safe to say that the term "eating disorder" is recognized by contemporary society, this has not always been the case. Eating disorders are a relatively recent development within our modern society. Back in the 1970's the term eating disorder did not exist in the way that we recognize it today. Anorexia Nervosa was so rare that there were no more than 2000 reported cases in the entire United States. Forty years later, eating disorders affect seven to ten million women, and approximately one million men in the US alone. The good news is that by raising awareness of eating disorders, more individuals are identified and have the opportunity to seek help.

I will be participating in the Candlelight Vigil **[Enter date here]** at **[Enter location here]** with a large group of students and people from other local companies and organizations. Collectively, our team would like to raise more than **[Enter your goal here]** for eating disorder awareness, prevention, education, and advocacy programs.

I would appreciate a donation of **[Enter amount here]** from you, or whatever your budget allows. Your charitable contribution is 100 percent tax deductible. Please let me know if you will be making a donation, and send your check, made payable to ANAD.

Your contribution will enable ANAD to continue to raise awareness of eating disorders and support those who are still fighting.

Sincerely,
[Enter your name here]

FUNDRAISING SUMMARY FORM

College or University _____

Event Chair or Leader _____

Phone _____ Email _____

Group Name (if applicable) _____

Address _____

City _____ ST _____ ZIP _____

Date of Event _____ Number of Participants _____

Amount Enclosed \$ _____

Please return this completed form as soon after your *Candlelight Vigil* event as possible. Sponsors or donors who write checks to support your event should make them payable to ANAD.

Remember to convert any cash received into a cashier's check or money order that is made payable to The National Association of Anorexia Nervosa and Associated Disorders, Inc. ®

Never send cash in the mail. If any checks have been made out to you, one of your participants or your organization, they should be endorsed and converted along with the cash. (Cashier's checks or money orders can be purchased at a bank or post office.)

Mail this form and total amount contributed to:

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Naperville, IL 60563**